

**IMPACT OF SERVICE QUALITY PROVIDED BY SELF
SERVICE RETAIL SHOPS TO THE LEVEL OF
CUSTOMER SATISFACTION
(WITH SPECIAL REFERENCE TO THE UVA PROVINCE)**

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Impact of Service Quality Provide by Self Service Retail Shops to the Level of Customer Satisfaction, with Special Reference to the Uva Province

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Abstract

For most businesses, enhance of Customer Satisfaction is directly focus on their future revenue streams. To increase number of retail shops within the industry, marketer is trying to use various strategies to retain their existing customers with them and attract new customers towards their business activities. The Service Quality has become a forceful competitive tool in retail industry. The aim of this research is to identify the existing situation of Service Quality provided by self service retail shops with Customer Satisfaction and to identify the dimension that is the best predictor of overall Service Quality. Via a review of literature related to this research question, a conceptual framework was developed and tested. To collect the data 300 customers were selected systematically.

The findings indicate that if retail shops try to concentrate more on their Service Quality, it causes to increase the Customer Satisfaction. So there is a positive relationship between Service Quality provided by self service retail shops with their Customer Satisfaction. Further findings reveal that customers are almost agreeing with the existing situation of Service Quality provided by self service retail shops which are related to the Uva province. Key findings of research show that Service Quality dimensions of Accessibility, Physical Appearance, Range of Products and Security have been directly influenced to the Customer Satisfaction while changes of Efficiency do not affect to the Customer Satisfaction. Moreover findings expose that Physical Appearance is the best predictor of service Quality, in terms of generating more Customer Satisfaction towards the self service retail activities.

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